

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 25, 1997

RJR Account #442680

M. Gandulla  
MOUNTAIN CANDY

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Mark:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with 96 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #010698

DORAL .50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	<u>6</u>
Lt 100	12300-24865	<u>12</u>
Men Lt 100	12300-24868	<u>6</u>
FF	12300-24869	<u>6</u>
FF 100	12300-24866	<u>12</u>
Ult Lt 100	12300-24870	<u>6</u>

Displays (Item #535805)

SKU CUBE: 0.9982  
SKU WT (w/o Product): 2.4900 lbs  
Retail Sales Offer per Sku: 10 units

Billing per Sku: 10 Savings Cartons

Product / Display Arrival: January 6, 1998

Ship Date to Retail: Week of: January 19, 1998

EFT \$ Amount: \$7,250.01

51844 9048

\$7.50 15-Pack  
MOUNTAIN CANDY

**Promotion Description:**

Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

**Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.**  
**Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100**

**SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.**  
**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**  
**See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$216.00 (24 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean  
L. E. MacWilliams

Enclosure: Customer List  
Wholesalers Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**PROMOTION #800007: DORAL \$7.50 OFF 15-PACKS**

**CUSTOMER LIST**

**SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED**

**ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:**

**ONE 15-PK CARTON EACH (DORAL LT/ LT MEN 100/ FF/ ULT LT 100), AND**

**THREE 15-PK CARTONS EACH (LT 100/ FF 100)**

**#/ CARTONS PER STYLE**

**D O R A L**

SR	TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT 100	LT 100	LT 100	FF 100	FF 100	ULT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162303		765418	SMOKERS PARADISE	14 SARATOGA RD	SCOTIA	NY		30	60	30	30	60	30	442680	MOUNTAIN CANDY	
162304		777125	SMOKERS PARADISE III	671 NEW LOUDEN RD	LATHAM	NY		30	60	30	30	60	30	442680	MOUNTAIN CANDY	0
162305		757620	SMOKERS PARADISE	90 STATE ST	ALBANY	NY		30	60	30	30	60	30	442680	MOUNTAIN CANDY	985499
162306		777133	SMOKERS PARADISE V	604 PAWLING AVE	TROY	NY		30	60	30	30	60	30	442680	MOUNTAIN CANDY	0
162306		784251	SMOKERS PARADISE VII	RT 7 / HOOSICK ST	TROY	NY		30	60	30	30	60	30	442680	MOUNTAIN CANDY	0
162307		178829	THRUWAY PHARMACY_IN	TRUWAY SHP/CTR PLAZA	WALDEN	NY		30	60	30	30	60	30	442680	MOUNTAIN CANDY & CIG	
								96						<b>CASE TOTALS: 6/12/6/6/12/6</b>		

# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

1ST QTR. '98

# January DORAL \$7.50/15 PK

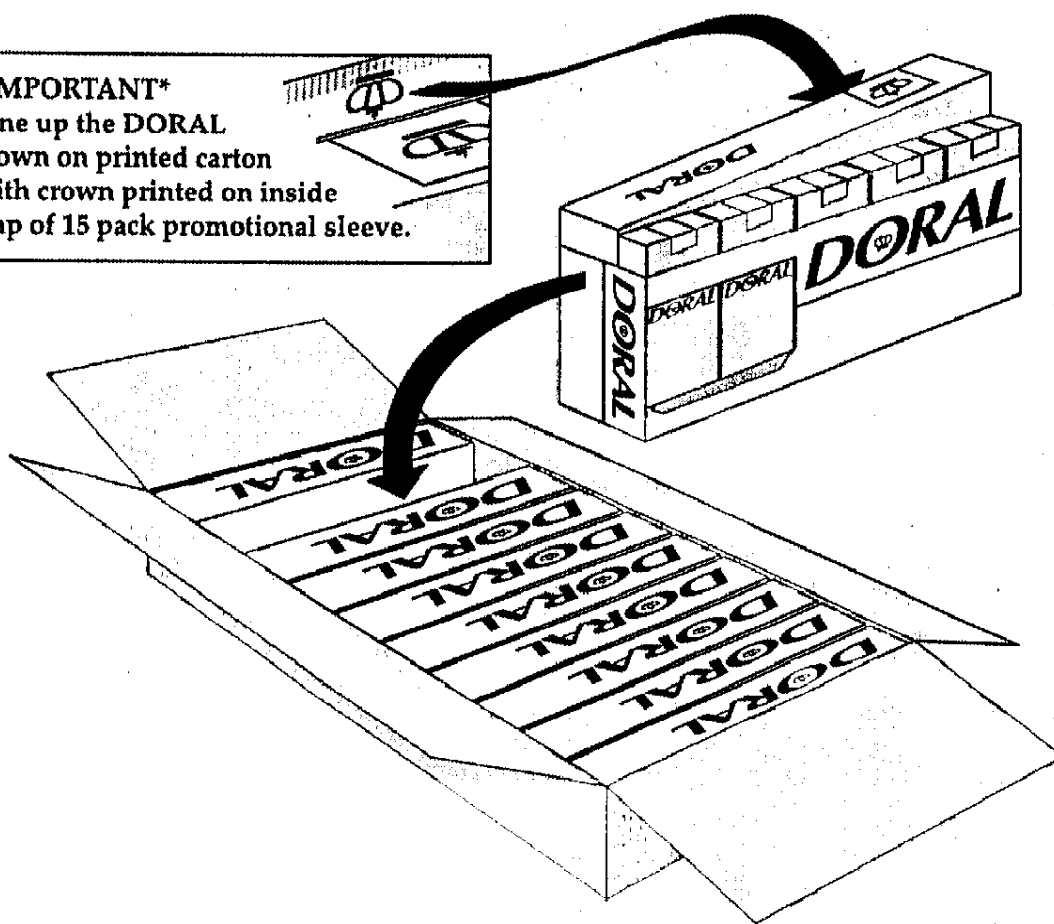
(Load 5 packs/Load 1 carton)

### STEPS

1. Open DORAL \$7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.

#### \*IMPORTANT\*

Line up the DORAL crown on printed carton with crown printed on inside flap of 15 pack promotional sleeve.



51844 9051

Item: # 535805

Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Consume	10	Carton	Brand Mix	in Display	